

Claims: I claim:

1. A portable device for retaining filled plastic shopping bags, each having a pair of handle loops, in an upright position while being transported in an automobile comprising:
 - a) a thin flat plate
 - b) a plurality of apertures within the body of said thin flat plate each of said apertures forming an upwardly vertical stalk
 - c) each of said upwardly vertical stalks providing an upright member upon which to releasably secure said handle loops of said filled plastic shopping bags
2. The device of claim 1 wherein said thin flat plate contains a plurality of longitudinal apertures
 - a) each of said longitudinal apertures allowing an attachment point through which an attachment strap may be threaded thereby providing a means of releasably attaching said thin flat plate vertically to an automobile seat
3. The device of claim 1 wherein said thin flat plate contains a solid unobstructed space on the outward surface thereby allowing for placement of advertising media